

## LEO BURNETT U.S.A.

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December 1, 1994

Ms. Shelby Town-Rafferty  
**PHILIP MORRIS U.S.A.**  
120 Park Avenue  
New York, NY 10017

RE: Preliminary Counts Parliament '95 Direct #1 Offensive

Dear Shelby:

This provides preliminary counts for the Parliament 1995 Direct #1 Offensive mailing which is scheduled to drop early January.

Audience Selection Criteria

The objective is to mail competitive smokers who have demonstrated some interest in Parliament either by indicating on any PM survey that Parliament is in their consideration set or by responding to a Parliament program survey.

Restricted (unduplicated) counts were executed based on available, qualified smokers on the following criteria:

- All non-PM competitive smokers who have Parliament in their consideration set.
- All non-Parliament smokers who responded to the Parliament March Carton Insert Survey
- All non-Parliament smokers who responded to the Parliament March Carton Insert refer-a-friend.
- All non-Parliament smokers who responded to the Parliament June Direct #3 refer-a-friend survey.
- All non-Parliament smokers who responded to the Parliament June Direct #3 Other names in household
- PM discount smokers who have Parliament in their consideration set.

For the counts of smokers with Parliament in their consideration set, standard suppression (no-mails, opt-offs, Florida grandfathered/non-signatured smokers and Florida hurricane zip residents) was applied.

Preliminary Counts

The preliminary counts are as follows:

Cell	Description	Count
1	Non-PM Comp w/ Parl in Consid set	199,832
2	Non-Parl resp to Carton Ins Survey	28,141
3	Non-Parl resp to Carton Ins RAF	5,873
4	Non-Parl resp to Direct #3 RAF	975
5	Non-Parl resp to Direct #3 ONHH	1,332
6	PM Discount with Parl in Consid Set	13,022
	Grand Total	249,175

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Discussion

As discussed, it is recommended that after a decision is made on final audience quantity the pull be executed via the system versus Richmond special processing. It would be beneficial to have Richmond split up the smokers who have Parliament in their consideration set into cells and therefore be able to track smokers based on the recency of their data. However, the extra time required for this special processing risks our ability to get tapes to the vendor by the Tuesday deadline. Given the timing, it is recommended that the affect of recency of data be measured on the back end after responses have been loaded to the database.

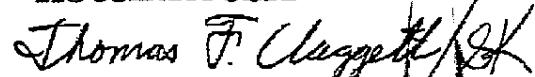
Next Steps

Next steps for 1995 Direct #1 Offensive are as follows:

<u>Next Step</u>	<u>Date</u>
Agreement on Counts	12/1
Pull	12/2
Tapes to laser vendor	12/6

Please call if you have any questions.

Sincerely,  
LEO BURNETT U.S.A.



Thomas F. Claggett

cc: Russel Weiner - K&D

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